From the Ground Up
Newfoundland and Labrador

# From the Ground Up

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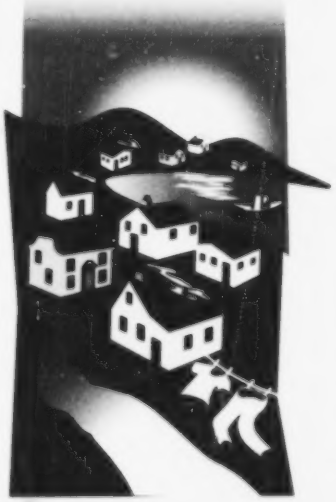

# STRATEGIC SOCIAL PLAN

## NEWFOUNDLAND AND LABRADOR

**Our vision for Newfoundland and Labrador is of a healthy, educated, distinctive, self-reliant and prosperous people living in vibrant, supportive communities within sustainable regions**

## Acknowledgements:

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*Industry, Trade and Rural Development*
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*Youth Services and Post-Secondary Education*
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*The Honourable Roger Grimes*

My vision for this province is one of healthy, well educated people ready to seize the opportunities that are now before them. Achieving that vision is realized when goals are established, agendas are set and commitments are met. These commitments centre on economic development, investment in education and assurance of accessible, quality healthcare and social services for the people of Newfoundland and Labrador. The development of government's social and economic agendas must occur hand in hand. The establishment of the Strategic Social Plan in 1998 provided the basis for this to occur as a companion piece to the Strategic Economic Plan.

The Strategic Social Plan, the preeminent model of social development in Canada, is realizing its own goals of linking social and economic development, bringing a focus to prevention and early intervention, making decisions for policy and program development based on evidence and building partnerships and strengthening communities.

A major commitment of the Strategic Social Plan is to develop a Social Audit, designed to measure strengths and deficiencies in the social and economic development of this province so that appropriate interventions can be made where necessary. The relative successes of such interventions can be measured and used as a basis for further growth and development. A government must have the courage to challenge itself to measure the work it is doing. This is one way to remain accountable to the people we serve.

To make the important decisions that guide the path for continued prosperity we must always look to our experiences and examine the facts. Knowing where you have come from guides you as to where you must go. So, as the title of this document says, we will use the vital information found in this report and work "**From the Ground Up**" to advance my vision for a growing and prosperous Newfoundland and Labrador.

Roger Grimes

Nain
Churchill Falls
Labrador City
Happy Valley -
Goose Bay

Strategic Social Plan Regions
Newfoundland and Labrador
Legend
Northeast Avalon
Avalon
Eastern
Central
Cormack - Grenfell
Labrador
QUÉBEC
Nain
Churchill Falls
Labrador City
Happy Valley - Goose Bay
Red Bay
St. Anthony
Bale Verte
Hampden
Fogo
Deer Lake
Grand Falls - Windsor
Gander
Corner Brook
Bonavista
Buchans
Port Blandford
Stephenville
Bay de Verde
Burgeo
St. John's
Bay Bulls
Channel - Port aux Basques
Harbour Breton
Placentia
Burin
Trepassey
QUÉBEC
NEW BRUNSWICK
PEI
N.S.

103-03926/

**"Healthy, educated, distinctive, self-reliant & prosperous people living in vibrant, supportive communities within sustainable regions"**

*...the SSP vision for Newfoundland and Labrador*

Have you ever wondered if Newfoundlanders and Labradorians are living longer, healthier lives? Are we getting jobs and earning more money? Are we caring for our sick and elderly? Are we able to cope with life's stresses? Are young people staying in school longer? Are they active in music and fine arts?

*From the Ground Up* looks at these questions and many more to find out how we are doing in terms of our health and well-being. It is like marking a line on the wall to measure how much a child grows from year to year.

*From the Ground Up* is one of the first steps in the first-ever Social Audit, a new approach to looking at our social progress in a number of areas including health, education, employment and income.

For this report we have selected specific topics, or indicators, because they are commonly used nationally and internationally to measure well-being. This makes it possible to compare the province with other places.

Where possible, we try to show if our health and well-being differs from the rest of the country, differs for men and women or other age and population groups, and if there are regional differences. We also look at changes over time.

There is still work to do on developing further indicators, particularly in the areas of environment, natural resources, distinctiveness and for aboriginal communities. This is an ongoing process and further documents will be developed.

Most of the regional information presented comes from the six Strategic Social Plan (SSP) regions across the province. The only exception is for children and health, which comes from health regions. In some cases we have only provided information for Newfoundland or for Labrador depending on the availability of data.

Community Accounts, the innovative system that was developed for the Strategic Social Plan and its Social Audit, provides a wealth of information about communities, regions and the province as a whole. It is the main source for much of our information. (Refer to www.communityaccounts.ca)

Material presented here is based on a longer background report called *From the Ground Up: Benchmarking the Issues and Values of our Strategic Social Plan*. Both this report and the longer study are posted on our sites at

www.gov.nf.ca/ssp

and

www.communityaccounts.ca

# 1. Healthy people figure prominently in the vision of the Strategic Social Plan

## Most Newfoundlanders and Labradorians rate their health as very good to excellent

In 2001, 66% of people surveyed in this province rated their health as very good to excellent, slightly higher than the Canadian average of about 61%.

All health regions in the province were above that mark, ranging from about 69% for the St. John's region to about 62% for Grenfell.

About half of the province's seniors rated their health as very good to excellent, compared to about one-third for the country overall.

## Most people feel good about their mental health

In 2001, 93% of Newfoundlanders and Labradorians surveyed reported no symptoms of depression. This percentage is higher than for Canada at 89%.

In 2001, 93% of people surveyed from the island portion of the province said they were in good to excellent mental health.

In general, women were slightly less positive than men about their mental health.

## Men are more physically active than women

Young women in this province are considerably less active than young men. In fact, women in this province and in the country are less active than men.

Overall, we are slightly less physically active than the national average. Our proportion of physically active 12 to 19 year old boys and girls is about the same as the Canadian average.

The least active group in this province is women aged 65 and older.

## Fewer people smoke

Fewer Newfoundlanders and Labradorians now say they smoke. Rates of occasional or daily tobacco use are still somewhat higher than for the country as a whole.

About half of the men who smoke, or have quit smoking, say they started before they were 16 years old, somewhat earlier than the Canadian average.

A 1999 survey in the Labrador portion of the province found that smoking by youth aged 12 to 19 ranged from 24% to 36% depending on geographic location.

A 2000 survey of northern Labrador communities found that 56% of those aged 16 to 19 smoked every day and a further 11% said they smoked occasionally.

## Some of us are heavy drinkers*

In this province in 2000/01, 41% of men and 26% of women who drank reported heavy drinking, compared to 29% and 11% respectively for Canada.

* Heavy drinking is defined as five or more drinks on one occasion, 12 or more times a year.

## We are living longer than ever

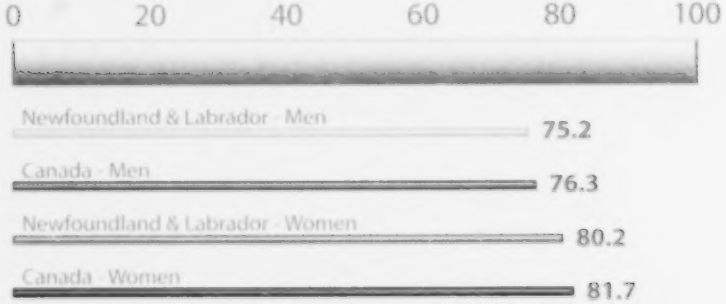
In 1979 life expectancy in this province was 75.4 years. Twenty years later life expectancy had increased to 77.7 years with men closing the gap on women. Life expectancy for Canada was 79.0 years in 1999.

In 1999 life expectancy was 80.2 years for women and 75.2 for men in this province, compared to 81.7 and 76.3 for Canada.

## Women live disability-free longer than men

In 1996, the last year information was available, women in the province could expect to live 70.4 years free of limitations on their activity, compared to 65.9 years for men. The rates for Canada were 70.2 years for women and 66.9 years for men.

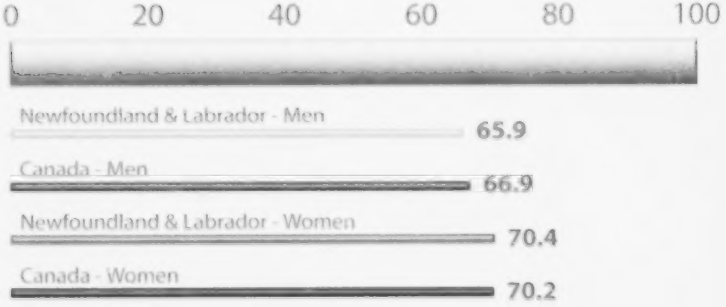
## Life Expectancy * 1999




* years a person would be expected to live, starting at birth

*Source: Statistics Canada*

## Disability-Free Life Expectancy * 1996




* years a person would be expected to live free of any activity limitation, starting at birth

*Source: Statistics Canada*

## Why people die early

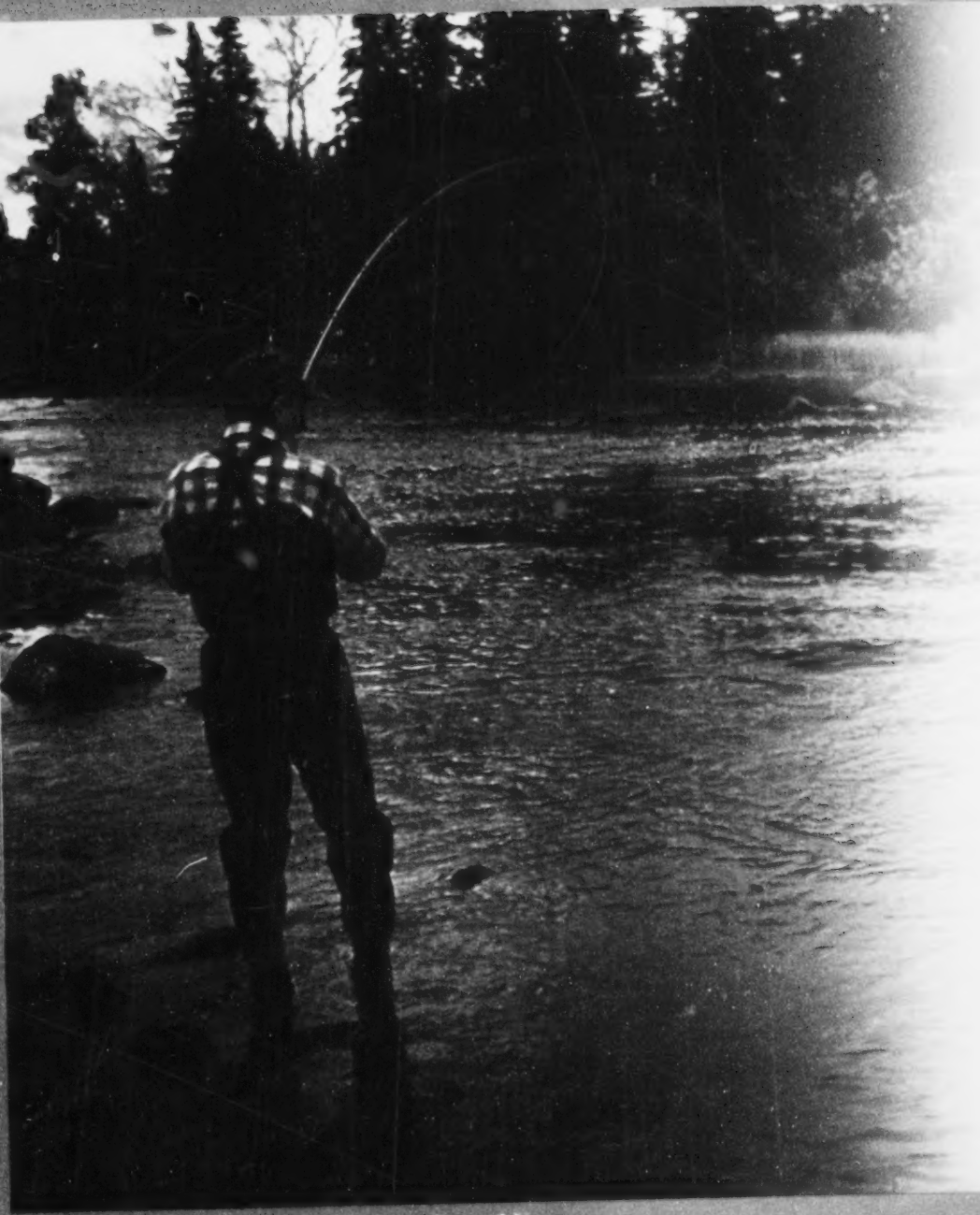
When a person dies from any cause before age 75 the death is considered premature. Potential life has been lost. The younger the person is when death occurs, the more potential life has been lost.

| Type | Years of potential life lost* | |
|---|---|---|
| | **NL** | **Canada** |
| Accidents, falls | 582 | 707 |
| Lung cancer | 471 | 418 |
| Heart attacks | 389 | 312 |
| Suicides | 234 | 453 |
| Strokes, etc. | 180 | 140 |
| Bowel cancer | 179 | 135 |

** 1999 – Rate per 100,000 people aged 0-74*

With respect to accidents, the number of years of potential life lost in the province is down dramatically — from 1,581 per 100,000 people in 1979 to 582 per 100,000 in 1999.

In 1999 the number of years of potential life lost due to accidents in this province was 883 per 100,000 for men and 280 per 100,000 for women, compared to Canada at 1,036 for men and 375 for women.



## Rates of the most common cancers differ between this province and Canada

The most common forms of cancer for men in this province and in Canada are prostate, bowel and lung cancer.

The rate of lung cancer for men in the province in 2001 (53 per 100,000 population) is 31% lower, and the rate of prostate cancer (95 per 100,000 population) is about 20% lower than the Canadian average. The rate of bowel cancer (72 per 100,000 population) is 22% higher.

The most common forms of cancer for women in this province and in Canada are breast, bowel and lung cancer.

The rate of lung cancer among women in this province (26 per 100,000 population) is about half the Canadian average, and the rate of breast cancer (95 per 100,000 population) is about 10% lower. The rate of bowel cancer among women (48 per 100,000 population) is about 26% higher.

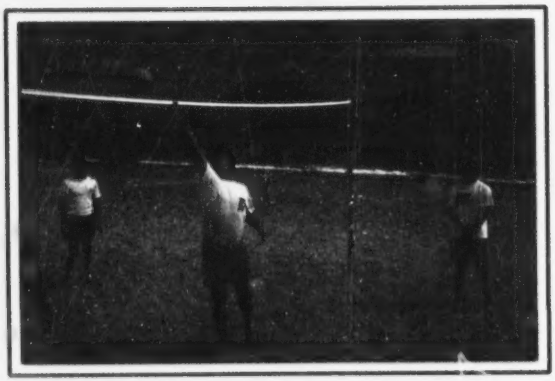
## Rates of death from lung and prostate cancers are higher

The mortality rate for prostate cancer in 1999 was slightly higher than for Canada as a whole, and mortality rates for men due to lung cancer have been somewhat higher than for the country since the mid 1990s.

The provincial mortality rate for lung cancer in women, historically lower than for the country, was approaching the Canadian rate by 1999.

*healthy*

*happy*



*... and active*

## Fewer people are dying from heart attacks and strokes

In 1999 the provincial mortality rates for heart attacks were 101 per 100,000 population for men and 50 per 100,000 for women; both were less than half the rates in 1979.

In 1999 the mortality rates for strokes, etc. were 62 per 100,000 for men and 47 per 100,000 for women, down by almost half since 1979.

Although declining, heart attacks and strokes, etc. are still the leading cause of death, and our rates are still above the Canadian rates. For heart attacks the rate for both men and women is about 20% higher. For strokes, etc. it is about 31% higher for men and 18% higher for women.

## Diabetes rates are slightly higher

In 2001 Newfoundlanders and Labradorians reported slightly higher rates of diabetes compared to Canadians overall — 6% compared to 4%.

As in the rest of the country, those over the age of 45 accounted for the largest proportion.

# 2. Education is fundamental to leading us into well-paid, interesting work

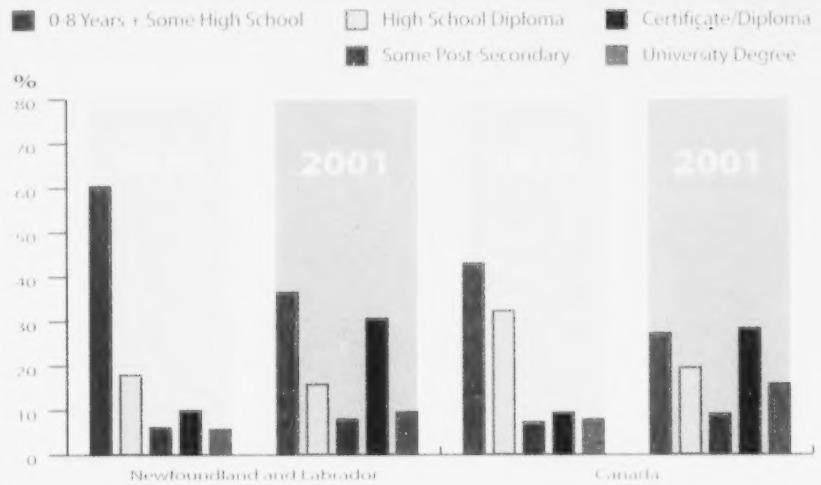
## More Newfoundlanders and Labradorians are achieving higher levels of education

In 2001 about 66% of people aged 15 and over had at least completed high school, compared to 40% in 1979.

For 25 to 34 year olds the improvement is greater, from 54% in 1979 to 84% in 2001.

In 2001 we continue to have a smaller proportion of university graduates — 10% compared to 16% for Canada. The proportion of university graduates has increased since 1979 when it was 6% in the province compared to 8% in Canada.

## Educational Attainment




*Source: Statistics Canada, Labour Force Survey*

## High school graduation rates are improving

High school drop-out rates fell sharply throughout the 1990s. In 1999 about 15% of men and 6% of women 20 years of age had not finished high school and were not working towards its completion, compared to 29% and 19% respectively in 1991.

In 1999 among 20 year olds in the province, higher proportions of women had either completed or were working towards completing high school than in Canada, while young men were at the national average.

Although graduation rates have improved somewhat for young men, they are still less likely than young women to finish high school.

## Student performance — national and international comparisons

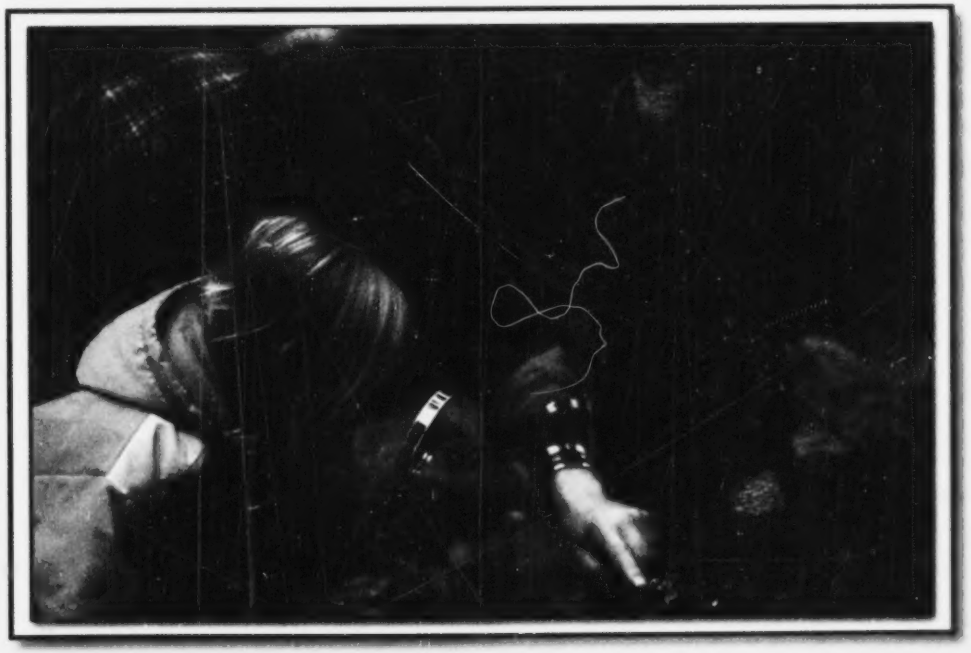
In the year 2000 our province participated in the first *Program for International Student Assessment*, and 15 year olds scored lower in reading, science and mathematics than the Canadian average. Performance was at or above the middle of the international range — along with countries such as Germany and the United States.

Girls scored considerably better than boys in reading. There were no significant differences between the scores of boys and girls in mathematics or science.

## Reading and writing skills among young children are improving

In 2002 about 80% of students tested in Grade 3 were able to understand what they read or what was read to them. Most were able to read with understanding, answer questions about the printed and visual materials, and support their ideas. Results showed that more work is needed in the area of critical thinking skills as the standards set were not attained.

Writing skills have improved considerably since 1995, with about 90% of Grade 3 students at a level acceptable for the end of Grade 3.



## Literacy is still an issue for some adults in the province

No major testing of adults has been completed since 1989, though in 1994 a Canada-wide survey included Atlantic Canada. Numbers were too small to provide results for this province.

In 1989 a large-scale testing of literacy and numeracy skills found that 24% of adults in this province were at the lowest reading skill levels and 29% at the lowest numeracy skill level. This was compared to 16% and 14% respectively for Canada.

Low literacy and numeracy skills mean that people have difficulty performing everyday tasks — such as determining the correct amount of medication to give a child or filling out a deposit slip at a bank.

## Most high school students are going directly to college or university

In 2001 almost three-quarters of high school graduates enrolled directly in college or university.

Forty-six percent of high school graduates enrolled directly in university.

A further 25% of high school graduates entered directly into college programs.

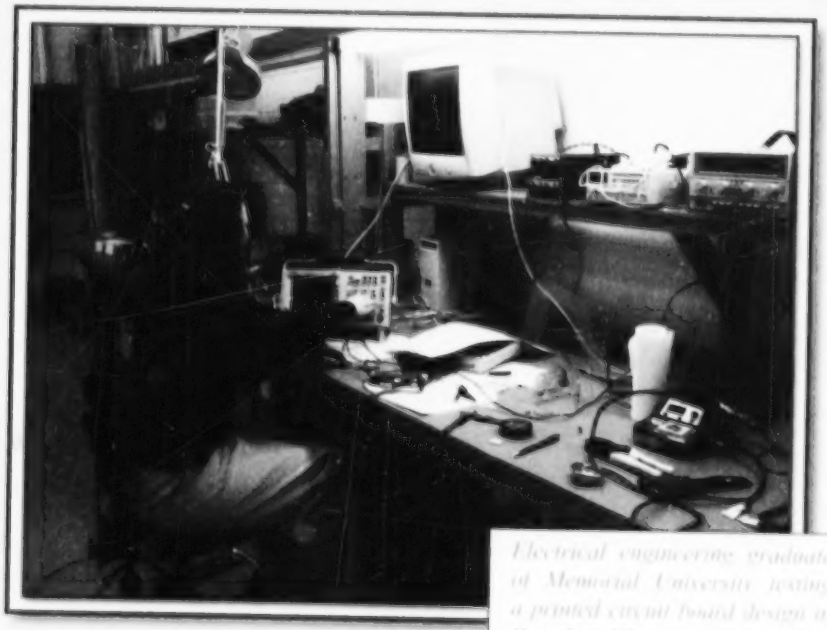
A 1998 study of the 1995 high school graduating class found that by the second year after graduating about 80% of the graduates had enrolled in college or university.

## More women than men are completing university

In recent years more women than men received university degrees. Women received 61% of undergraduate degrees in 2002 as well as 52% of graduate degrees.

Women are most likely to graduate in the arts, primarily in sociology, English or psychology. The proportions of both men and women graduating in the arts have declined considerably between 1997 and 2002.

Men are most likely to receive science degrees, usually in biology or computer science.



*Electrical engineering graduate of Memorial University testing a printed circuit board design in Paradise, NL*

## The majority of college graduates are men

In 1999-2000 men continue to dominate one year (60-70% of graduates) and three year (about 70% of graduates) college programs, following the trend of higher male participation in the one-year trades-related programs, as well as the three-year engineering programs.

The numbers of men and women graduating from information technology programs have increased substantially as labour market demand has changed. In 1999-2000 about 25% of all college graduates, graduated from information technology programs.

Women dominate the two-year programs (about 60% of graduates) particularly in business-related programs.

## Low participation rates but more hours spent per participant in adult education and training programs*

About 19% of Newfoundlanders and Labradorians reported they participated in adult education and training programs, the lowest proportion in the country, compared to a high of 32% in British Columbia.

The province scores high on study duration for those who do participate: 307 hours per participant compared with British Columbia at 200 and a Canadian average of 209.

** Organized, structured programs of education adapted to the needs of those aged 17 and over and focused on learners not still involved in their first cycle of education.*

# 3. Economic prosperity and self-reliance are vital to our well-being; we need opportunities to find and keep jobs in a province with a healthy economy

## Incomes are rising, but remain lower than for Canada

In 2000 personal income per capita for Newfoundlanders and Labradorians had increased to $16,900, up from $13,000 in 1992.

Half of two-parent families in Newfoundland and Labrador had incomes of $43,100 or more, up from $35,900 in 1990. After adjusting for inflation however, there was a slight decrease in income.

Over the last decade provincial per capita income has consistently been about 25% lower than for Canada as a whole.

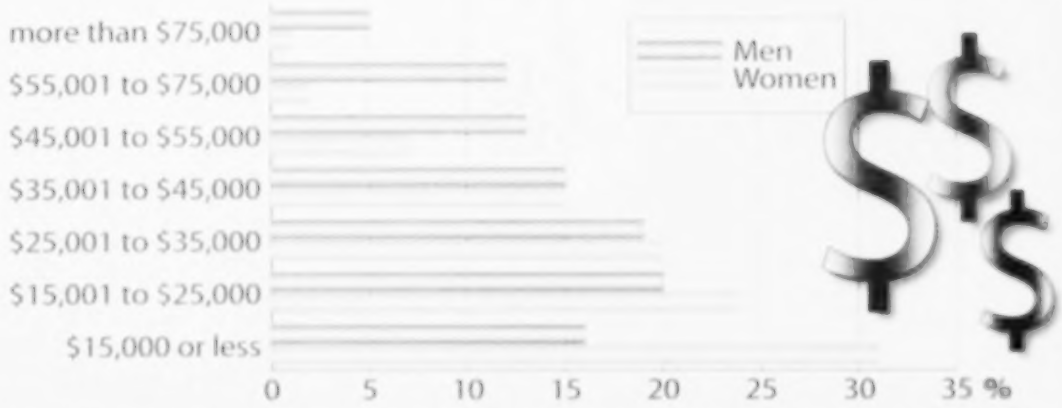
## More women than men work in low-paid jobs

In 1998, 31% of women working in full-year, full-time jobs earned $15,000 or less, compared to 16% of men.

At the opposite end of the scale, only 1% of women earned over $75,000, compared to 5% of men.

About 25% of women earned $35,000 or more compared to 45% of men.

**Annual Wages & Salaries** *(Full-time, full-year jobs - 1998)*




*Source: Community Accounts; Survey of Labour and Income Dynamics, Statistics Canada*

## People with disabilities live on low incomes

In 2001 about 14% of the population 18 years of age and over reported a disability that stopped them from doing routine activities.

Almost half of this group lived in households with incomes of less than $20,000 per year. One-third had a total household income of less than $15,000.

In 1991* about 60% of persons aged 15 to 64 with disabilities were not in the labour force and only 27% were employed.

**A 2001 Statistics Canada survey on the lives of persons with disabilities will provide more current information over the next several months.*

## Most people say they are coping financially

In 2001 about 92% of Newfoundlanders and Labradorians said they were coping financially.

About 37% of people in the province surveyed in 2001 said their financial circumstances were good to very good, ranging from 49% in the Labrador region to 32% in the Cormack-Grenfell region. About 29% said their financial circumstances were satisfactory.

The majority of Newfoundlanders and Labradorians surveyed in 2001 said their financial circumstances were about the same as in the previous year. About one-third in each SSP region considered their households better off.

## The gap between high and low income levels has increased

Newfoundland and Labrador is similar to Canada in terms of income equality.

In 1999 the gap between people with high incomes and people with low incomes was larger than in 1980.

## Children living in poverty* is still a concern

Although the number of children under age 18 living in the province has declined by about 30% since 1991, the number of children living in poverty has not declined at the same rate.

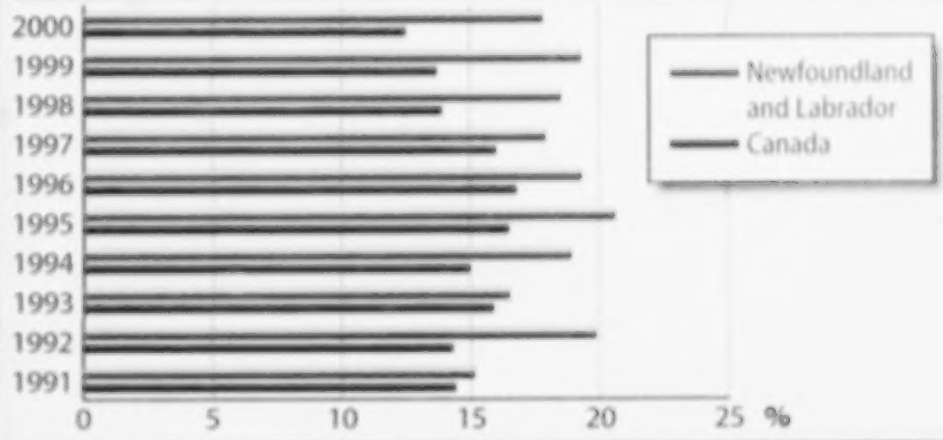
Based on before-tax income, 26% of children were living in poverty in 2000 — up from 21% in 1991. The proportion of children living in poverty in Canada in 1991 was 19% and in 2000, 17%.

Based on after-tax income the rate is lower — 18% in 2000 up from 15% in 1991. That was higher than for Canada where 13% of children lived in low-income families in 2000, down from 14% in 1991.

During the 1990s about half of all single-parent families were living in poverty. Women primarily head single-parent families. Almost half the children living in poverty in Canada are from single-parent families.

** Poor children are those living in families whose total income falls below the Low Income Cut-Off (LICO), as defined by Statistics Canada.*

### Low Income Children — After Tax




*Source: Statistics Canada, Income Trends in Canada, 1980-2000*

## Most Newfoundlanders and Labradorians say they have never gone without food

The great majority of people from the island portion of the province*, 94%, said they have never been without food because of a lack of money. Ten percent said they had worried about not having enough to eat.

About 15% of people said they could not eat the quality or variety of foods they wanted because of lack of money.

In March 2001 the province had the highest per capita rate of food bank use in the country. After a decade of increases, the number of people using food banks on the eastern Avalon Peninsula had declined considerably compared to the previous year. However, during this time food bank use had continued to grow in regions outside St. John's.

** Data were not available for Labrador.*

## More Newfoundlanders and Labradorians own their own homes

In 1986 home ownership in the province was 77% compared to 63% in Canada.

In 2001 home ownership in the province was 82%.

## The cost of houses is lower in this province

The average cost of housing in 1986 was 52% lower than for Canada — $70,800 compared to $147,900.

## Our home production skills add to our economic self-reliance

Doing general housework and providing care for children were the most common home production activities reported.

Hunting and fishing were common in most SSP regions in 2001, ranging from 43% in Central to 15% in Northeast Avalon.

Other top home production activities include: repairing cars, all terrain vehicles (ATV) or snowmobiles (28% e.g. building or renovating a house or cabin (26% e.g. and cutting wood (23% e.g.

### Percent of Population Participating in Home Production Activities – SSP Regions

| *Home Production Activities* | *Labrador* | *Cormack-Grenfell* | *Central* | *Eastern* | *Avalon* | *Northeast Avalon* |
|---|---|---|---|---|---|---|
| *Grow a vegetable garden* | 20 | 24 | 25 | 18 | 23 | 14 |
| *Renovate or build a house/cabin* | 33 | 25 | 30 | 23 | 25 | 24 |
| *Hunt or fish for food* | 42 | 38 | 43 | 37 | 36 | 15 |
| *Cut/saw wood* | 32 | 28 | 35 | 31 | 26 | 10 |
| *Make clothing (sew/knit)* | 20 | 20 | 16 | 18 | 16 | 15 |
| *Repair car/ATV/skidoo* | 36 | 30 | 31 | 31 | 31 | 22 |
| *Do general housework* | 91 | 90 | 86 | 80 | 87 | 93 |
| *Provide care for children* | 58 | 48 | 46 | 44 | 47 | 41 |

## Newfoundlanders and Labradorians do not save as much

Our personal savings rate has declined from 13.3% in 1981 to 1.1% in 2001. This means that for every $100 of after-tax income earned in 2001, we had $1.10 left to save after all our expenses were paid.

A similar decline occurred in Canada, with the personal savings rate dropping from 17.4% to 4.6% over the same time period.

## Most income comes from market sources

Over the past decade we earned about 75% of our income from our employment and pensions, RRSPs, investments, and so on — somewhat lower than the 88% for Canada as a whole.

## Newfoundlanders and Labradorians work mainly in the private sector

In 2001 the majority of people surveyed worked in the private sector, ranging from a low of 52% in the Northeast Avalon SSP region to a high of 67% in the Avalon region.

In 2001 two-thirds of employees in this province worked in the private sector, up from 60% in 1976. Canada has been consistently higher with 70% working in the private sector in 2001, compared to 73% in 1976.

## More of us are working

Our employment rate for those aged 20 to 64 has improved over the past 25 years, going from 52% in 1976 to 69% in 2001, but still is lower than the employment rate of 74% for Canada.

According to Statistics Canada's Labour Force Survey, total employment has been growing over time and in 2001 reached an average monthly high of 211,300.

In 2001 about three-quarters of our population had worked during some portion of the year.

*Newfoundland and Labrador scientists and engineers from Paradise Mirroring Space (MIR SPS), a facility destined for the International Space Station, withstand a 5.5 G's (units of gravity, aircraft*

## More employment comes from full-time jobs

In 2001 slightly more of our employment came from full-time work compared to Canada. About 89% of the employment for those aged 25 to 64 was full-time, while for the country it was 87%. Full-time employment has declined slightly from a high in 1976 of 94% in this province and 91% in Canada.

For men in this age group, 95% of jobs were full-time, compared to 83% for women.

## About half work all year

About 52% of people in the labour market worked all year in 2001, another 43% worked for an average of 25 weeks of the year and 5% could not find work. The average monthly unemployment rate in 2001 was 16%.

## Newfoundlanders and Labradorians depend more on government transfers

A smaller portion of our personal income comes from earnings than is the case in the rest of the country. In 2000 about 78% of our personal incomes came from earnings compared to 77% in 1994.

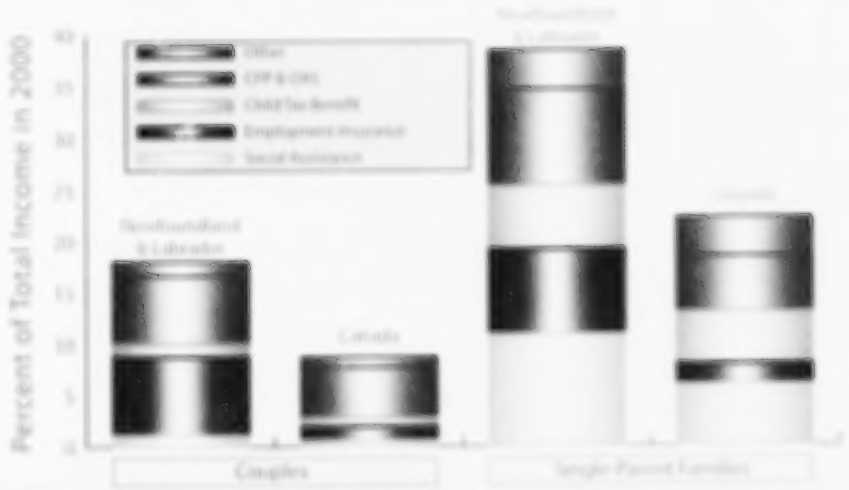
In 2000 single-parent families in this province, primarily led by women, received about 38% of their income from government transfers compared to about 40% in 1994.

Single-parent families in Canada are more self-reliant in terms of income, receiving about 22% from government transfers in 2000 compared to about 30% in 1994.

Couples in this province rely less on government transfers than do single-parent families, receiving about 14% from government transfers in 2000 compared to about 20% in 1994.

Couples in this province continue to be less self-reliant in terms of income than similar families in Canada who received about 9% of personal income from government transfers in 2000 compared to 11% in 1994.

### Percent of Total Income From Government Transfers




Source: Community Accounts, Small Area and Administrative Data Division, Statistics Canada

## The number of people receiving public pension benefits is increasing

The number of people receiving Old Age Security (OAS) and or Canada Pension Plan (CPP) is increasing considerably as the population ages. Since 1990 there has been a 55% increase in the numbers who receive the combined OAS and Guaranteed Income Supplement (GIS) and a 65% increase in those who receive the CPP.

Two-thirds of all seniors who received the OAS in October 2002 in this province also received the GIS, the supplement for low-income seniors.

The province has the highest percentage of seniors in the country receiving the GIS.

## People who collect Employment Insurance are working more weeks

In all regions of the province Employment Insurance claimants are working more weeks: an average of 31.5 weeks in 2001, compared to 22.5 weeks in 1992, for an increase of 40%.

In 2001 about 42% of men aged 25 to 54 in the province received Employment Insurance, compared to 39% in 1996.

In both 1996 and 2001 about a quarter of women aged 25 to 54 received Employment Insurance.

## Fewer people receive social assistance

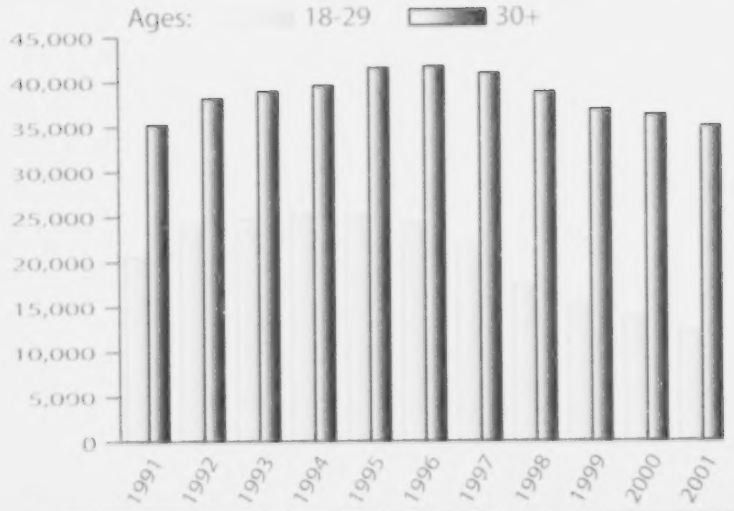
In 2001 about 16% of the population under age 65 received social assistance at some point during the year, a decrease from 18% in 1991 and 21% in 1996.

The percentage of youth aged 18 to 29 on social assistance is declining sharply — by 40% between 1991 and 2001 while the number of those aged 30 and over has stayed roughly the same.

The youth population as a whole declined by 31%, and the population aged 30 and over increased by about 10% during that same time period.

Persons with physical, developmental, mental and or social disabilities consistently make up one-third of all social assistance cases.

### Number of Adults on Social Assistance



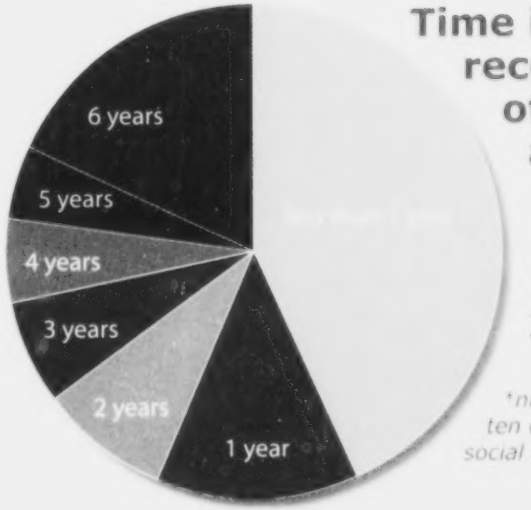

*Source: Community Accounts; Department of Human Resources and Employment*

## Most people who get social assistance only receive it for a short while

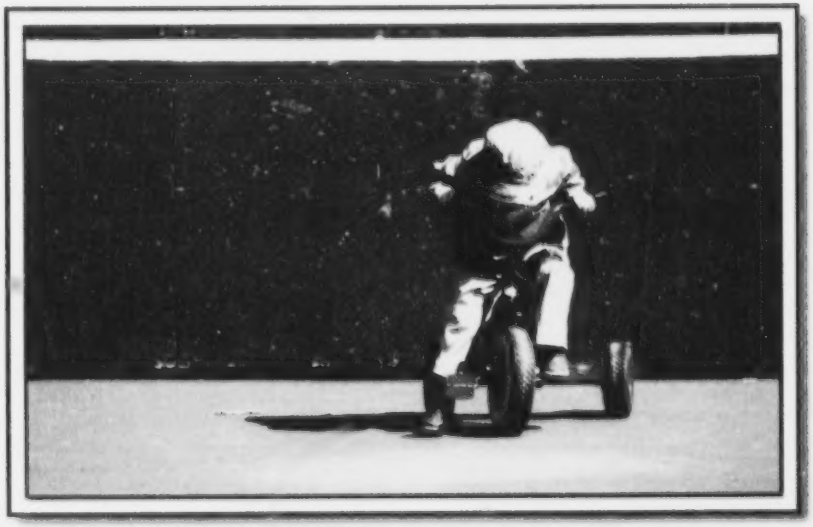
Between 1997 and 2002 almost half of the households that received social assistance did so for less than ten months in any given year.

Only about 18% received assistance throughout each of the six years between 1997 and 2002.

In 2001 about 2,700 people left social assistance each month, while 2,400 entered.




*Source: Community Accounts, Department of Human Resources and Employment*



## Number of children living in families that receive social assistance has dropped

The number of children in households receiving social assistance at some point during the year dropped 36% between 1991 and 2001, from 35,700 to 23,000.

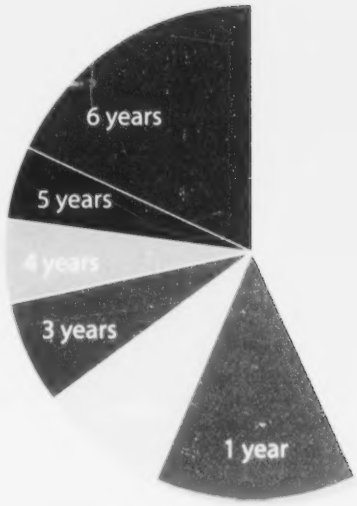
During this same period the number of children in the province dropped by 30%.

## Most people who get social assistance only receive it for a short while

Between 1997 and 2002 almost half of the households that received social assistance did so for less than two months in any given year.

Only about 18% received assistance throughout each of the six years between 1997 and 2002.

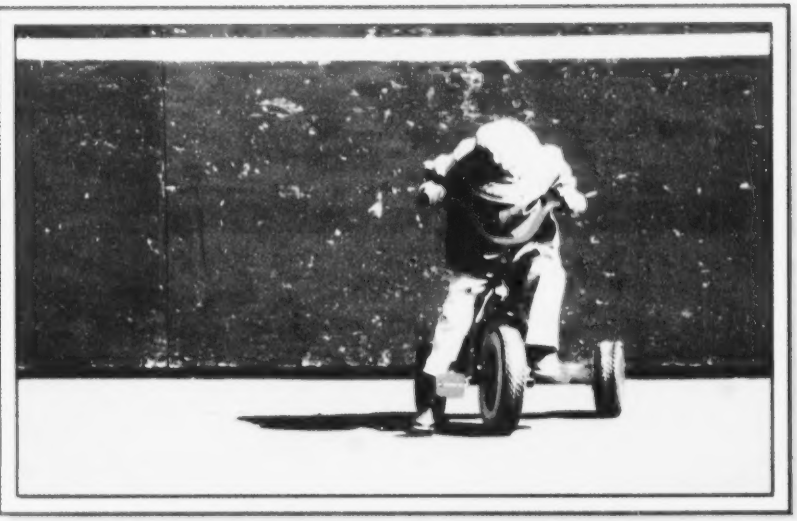
In 2001 about 2,700 people left social assistance each month, while 2,300 entered.




Time in receipt of social assistance*

Between 1997 and 2002

*Persons 16 years with two or more months of social assistance



## Number of children living in families that receive social assistance has dropped

The number of children in households receiving social assistance at some point during the year dropped 30% between 1997 and 2001, from 137,300 to 97,000.

During this same period the number of children in the province dropped by 20%.

# 4. Economic and social well-being play an important role in our community life

## Employment growth has been strong

Since 1998 employment growth has averaged 2.9% annually, second highest of all provinces and above the national growth rate of 2.2%.

## Labour market diversity is important to the economy

42% of all jobs in this province are clustered within four industry sectors. Health care accounts for at least 10% of all jobs in all SSP regions.

| Our jobs are clustered in four main sectors | |
|---|---|
| Health Care | 14% |
| Retail Trade | 11% |
| Public Administration | 9% |
| Education | 8% |

In the Avalon, Eastern and Central regions, fish harvesting and fish processing were among the top four sectors.

Labrador is the least diverse of the regions, with 51% of jobs clustered within four sectors.

## Growth in retail sales and exports

Retail sales have increased in 9 of the past 13 years, with an average annual growth of 1.6% after inflation.

Growth in retail sales between 1996 and 2001 was second only to that in Alberta and outpaced national growth.

Exports have shown a real average growth* of 2.7% annually over the last 13 years, driven mainly by newsprint, oil and services.

**Real average growth means growth adjusted for inflation.*

*Packing turnips for export in Bishop's Falls*

## We have fewer volunteers but they give more time

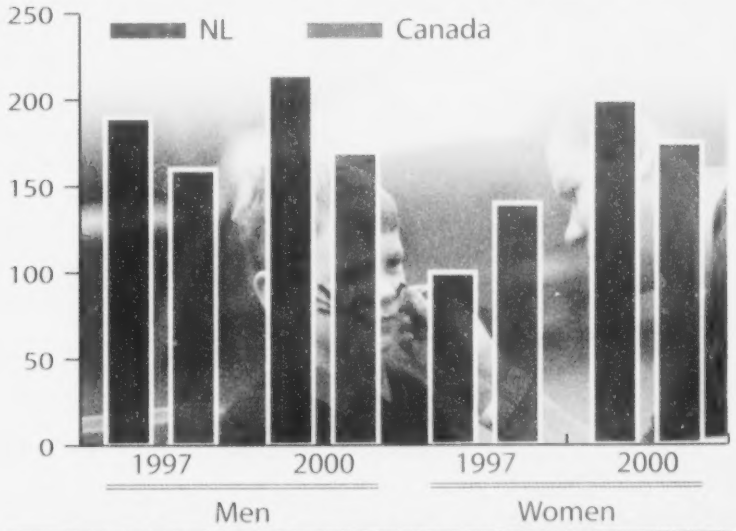
In 2000 the percentage of Newfoundlanders and Labradorians who volunteered dropped slightly from 1997, but people who volunteered gave more time.

About 27% of men aged 15 and over volunteered, about the same rate as for other Canadians; women from this province volunteered at a slightly higher rate, about 36%.

Young people were also volunteering. About 45% of girls and 35% of boys in Grade 6, and 45% of girls and 29% of boys in Grade 12 volunteered at least one hour per week.

*Newfoundland and Labrador has over 4,000 volunteer organizations.*

**Average Number of Hours Volunteering**




*Source: 1997 and 2000 National Surveys of Giving, Volunteering and Participating, Statistics Canada and Canadian Centre for Philanthropy*

## We care for others

In 2001 about 14% of adults aged 18 to 64 cared for others without pay on a regular basis. Over half of them cared for seniors, about 40% cared for children other than their own and 20% cared for people who were disabled or sick — with some people providing care in more than one category.

In all cases the majority of caregivers were women.

## Some people feel lonely

About 72% of people surveyed on the island portion of the province in 2001 said they were not lonely or isolated. About 28% said they sometimes or often felt very lonely.

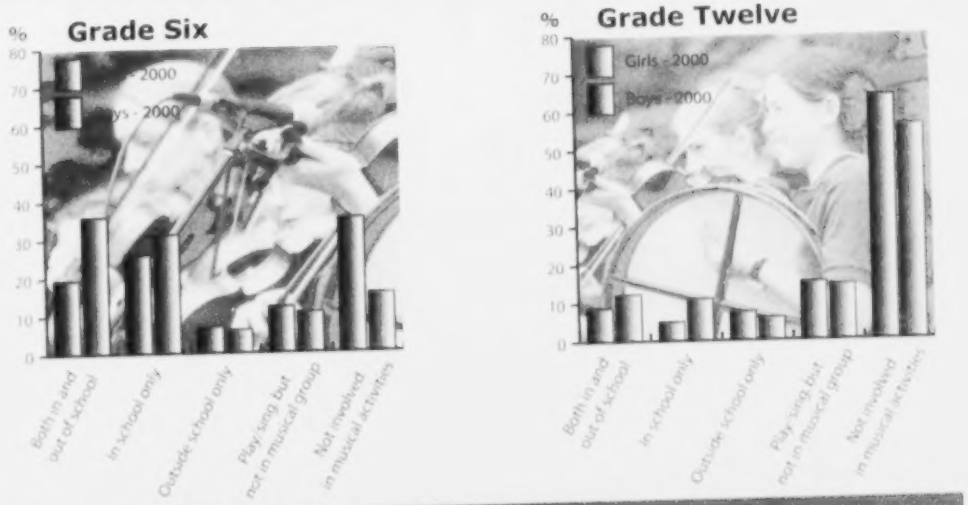
One-third of women compared to 22% of men said they sometimes or often felt lonely.

## Young people are active in music and fine arts

In 2000 about 65% of boys and 84% of girls in Grade 6 said they were involved in music. In Grade 12 these numbers are considerably lower: 37% for boys and 44% for girls.

About 41% of boys and 58% of girls in Grade 6 said they participated in drama, dance and visual arts as did 25% of boys and 37% of girls in Grade 12.

## Activities of Young People in Music




*Source: Department of Education, Student Activity Survey, 1998 and 2000*

## Students take part in organized activities outside school

In 1998 and 2000 about 70% of girls in Grade 6 and 60% in Grade 12 said they spent at least one hour a week in organized activities outside school such as sports, music and clubs. About 16% of girls in Grade 6 and 12 reported spending more than four hours per week in out-of-school activities.

About 66% of Grade 6 and Grade 12 boys said they spent more than one hour a week in organized activities outside school, while about 25% reported spending more than four hours.

## Fewer students participate in organized activities within the school

In 1998 and 2000 there was generally a smaller proportion of Grade 6 and 12 boys and girls involved in sports, band, choir and clubs within the school than were involved outside school.

In 2000 half of boys and 46% of girls in Grade 12 had no involvement in organized activities within the school.

## Many students in Newfoundland and Labrador play on sports teams

In 2000 about 75% of boys and girls in Grade 6 said they were involved in team sports. In Grade 12 about half of girls and 63% of boys were involved.

Only about 20% of men and 4% of women surveyed on the island portion of the province played team sports in 2001.

# 5. We need to feel safe and to be safe in our communities

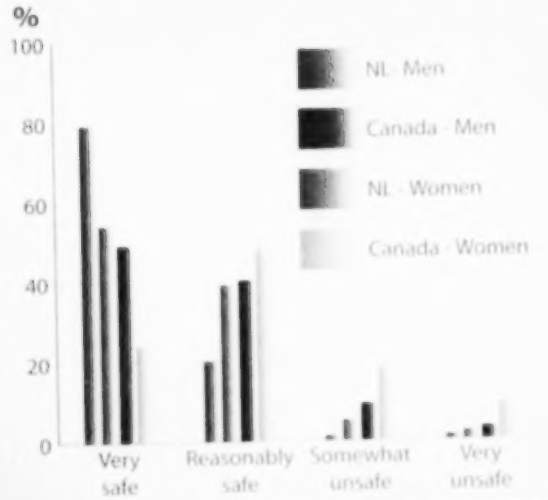
## Most people feel safe

In 1999 about half of women in the province said they felt very safe walking alone in their neighbourhoods at night, compared to about 80% of men. Another 40% of women said they felt reasonably safe.

Nationally, only 24% of women and 54% of men said they felt very safe when walking alone in their neighbourhoods after dark.

About 86% of people in this province thought that society had become more violent over the past 10 years, but only 40% felt their own community had become more violent.

### Feel Safe Walking Alone After Dark




*Statistics Canada, 1999 General Social Survey on Victimization*

## Newfoundland and Labrador has a lower rate of crime

In 2001 there were 5,600 crimes per 100,000 people reported to police in the province, compared to 7,700 nationally. The rate of crime for Canada dropped 25% since 1991, compared to a 15% drop for this province.

There were 2,300 property crimes per 100,000 people reported to police, a decrease of 30% since 1991.

The number of violent crimes in the province has decreased by about 25% since 1991. Assaults were the most common type of violent crime in the province, at about 868 per 100,000 people, a slightly lower rate than Canada overall.

## We have children in need of protection

In July 2002 there were 1,774 children in the province in need of protection, involving 994 families.

1,418 of these children were either in foster care or being cared for by relatives or significant others.

## Most students feel safe at school

About 80% of students in Grades 6 and 12 reported in 2001 that they felt safe from being harmed at school.

However, about 40% of students said that students pick on each other all the time.

## Crimes have victims

In a 1999 survey the province had 142 victims of crime per 1,000 people compared to about 186 per 1,000 for the nation.

Provincially, there was a difference between victimization rates for men and women, about 131 compared to 153 per 1,000 respectively in 1999.

## Newfoundland and Labrador has a higher rate of reporting sexual assaults

In a 2001 survey, at 110 per 100,000 people, the province had a 39% higher incidence of sexual assaults reported to police, compared to the country, at 79 per 100,000 people.

In 1999 almost all victims of sexual assault were women, while 55% of physical and other assaults were committed against men.

## Adults commit almost three-quarters of crimes

Since 1991 adults (over age 17) have committed almost three-quarters of offences in the province.

During the same time period youth (aged 12 to 17) have made up only about 10% of the population age 12 and over but they have accounted for over one-quarter of offences.

Offences committed by youth aged 12 to 17 decreased by 38% between 1991 and 2001. During this same period the total number of youth aged 12 to 17 in the province decreased by 27%.

Men committed about 85% of all violent crimes in the province, similar to the Canadian proportion.

## Offences By Youth and Adults

*Source: Statistics Canada, Canadian Centre for Justice Statistics*

# 6. We need regional stability, in terms of both our population and our economy, if we are to enjoy long-term well-being

## Newfoundland and Labrador's population is declining

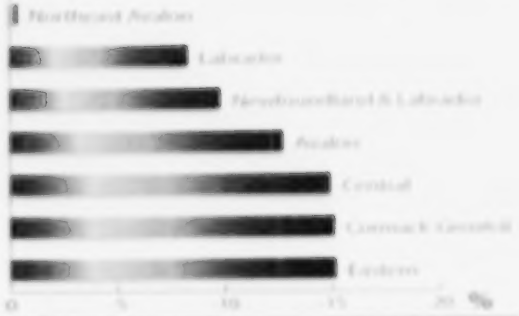
Since 1991 our population has dropped by almost 10%, from 568,474 to 512,930, with decreases more pronounced in rural areas.

The population in the Northeast Avalon SSP region has dropped the least, less than 1%, while Eastern, Cormack-Grenfell and Central SSP regions have dropped by about 15% each.

The population decline in Newfoundland and Labrador since 1996 was the highest in the country, with the Yukon and Northwest Territories showing almost as much decline. The populations of Nova Scotia, New Brunswick and Saskatchewan have shown modest decreases of about 1% or less.

## POPULATION DECLINE

SSP Regions 1991 – 2001




*Source: Community Accounts, Census of Population, Statistics Canada*

## We are having fewer children

Births in the province have dropped by about 62% from 12,746 to 4,804 annually over the period from 1972 to 2001.

The net loss of 15 to 29 year old women from the province due to out-migration in the past 15 years was 23,000. Their loss has resulted in fewer births in the province.

Furthermore, the fertility rate* for the province in 1999 was 1.3 children, compared to 1.4 in 1991. The fertility rate for the country fell to 1.5 in 1999, however, it has remained higher than the provincial rate over the past decade.

The proportion of the population which is under the age of five declined between 1986 and 2001 in all SSP regions including among northern Labrador communities.

** The number of children born per woman during her lifetime.*

## The number of births and deaths are almost equal

In 2001 there were only 522 more births than deaths in the province. With the number of deaths increasing, and the number of births decreasing, it is expected that within the next few years there will be more deaths than births.

## More people have left the province than entered

Between 1977 and 2002 it is estimated that 330,700 people left, while only 232,000 entered, a net loss of 98,700 through out-migration.

During the past 10 years we have had the highest known out-migration from the province. 137,600 people have left and 81,800 entered for a net loss of 55,800.

According to Statistics Canada net out-migration in recent years has been lower than the record levels set in 1997-98.

## Who leaves... Who stays...

About 72% of those who graduated from Memorial University in 2000 with bachelor degrees were still in the province when surveyed in late 2001, as were about 76% of Marine Institute graduates, about 80% of all college graduates, and about 93% of certified journeypersons.

About 55% of those who recently entered the province had completed college or university, according to a 2002 report.

About 45% of those who left the province had completed post-secondary education, according to a 2002 report. According to census figures, about 50% of out-migrants between 1991 and 1996 had completed post-secondary education.

Fifty-two percent of those who left in 2001-02 were between 15 and 29 years of age while only 39% of those who entered the province were in that age group.

# 7. We are beginning to gather solid evidence that shows how social factors influence economic well-being

## Parental occupation affects student performance

Fifteen-year-old students in the top quarter of socio-economic status, as defined by parental occupation, performed at the national level for reading and science, but below for mathematics.

Students in the lower three-quarters of socio-economic status performed below the Canadian average.

## Most college and university graduates find jobs

In 2002 about 70% of new journeypersons certified in 2001 who stayed in the province reported they were working full-time in a specific reference week, as did 90% of those who left the province.

Almost two-thirds of Memorial University graduates who remained in the province reported they had full-time employment in a specified reference week in 2002, as did 74% of those who had left the province.

Engineering unique and exciting multi-hull for use in biomedical, military and industrial sectors

Two-thirds of college graduates who remained in the province reported they were employed full-time in a specified reference week in 2002, as did 78% of those who had left the province.

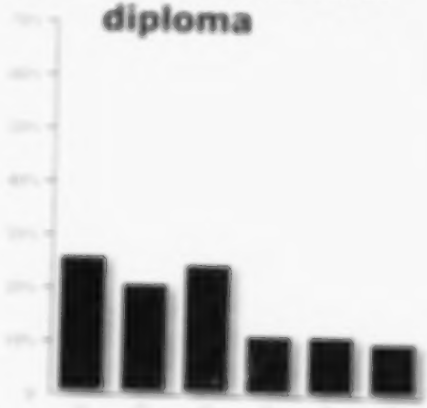
## Education levels make a difference to income

In a 2001 survey, more than three-quarters of those with high school or lower earned less than $25,000 — about 60% of them earned less than $15,000.

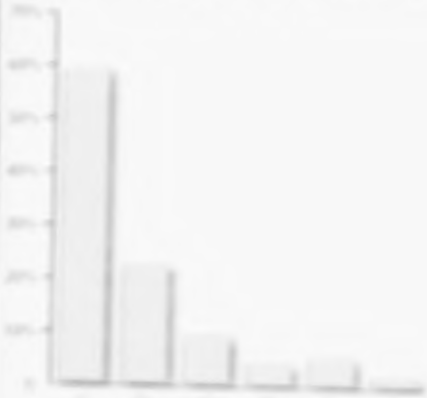
Only about 20% of university graduates reported earning less than $25,000 in 2001.

high school diploma or equivalent

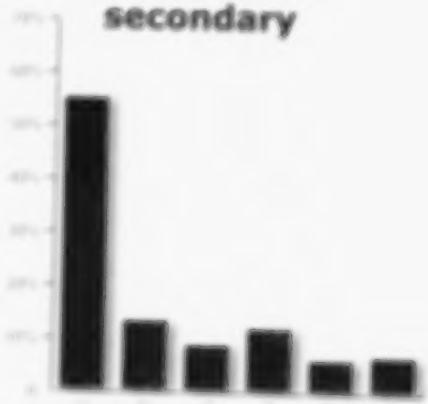
trades certificate or diploma



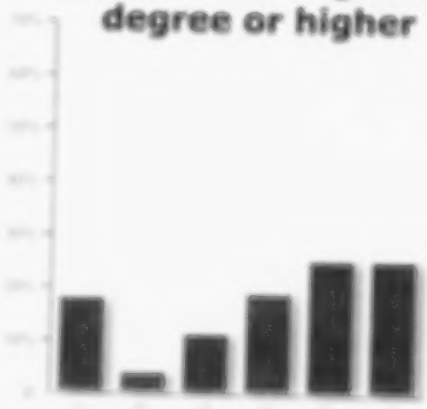
less than high school



incomplete post-secondary



university undergraduate degree or higher



## Social and economic factors affect how healthy we think we are

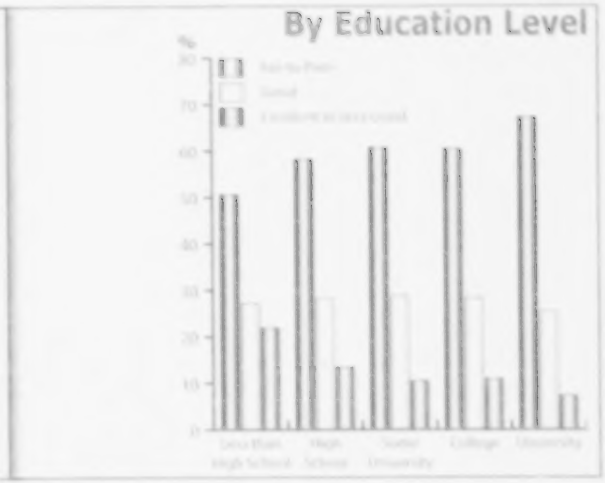
Research shows that people who rate their health as good to excellent usually have higher education levels, are employed, have higher income levels and have good coping skills.

Preliminary analysis found that those who are experiencing stress in their daily lives and those who feel they are unable to cope financially are least likely to rate their health as good to excellent.

## In a 2001 survey from the island portion of the province:

**Self-Assessed Health Status - 2001**

**Higher education ⇨ better health**
About two-thirds of those with university degrees said their health was very good to excellent while only 7% reported fair to poor health. About half of those who had not completed high school said their health was very good to excellent while about 22% reported fair to poor health.

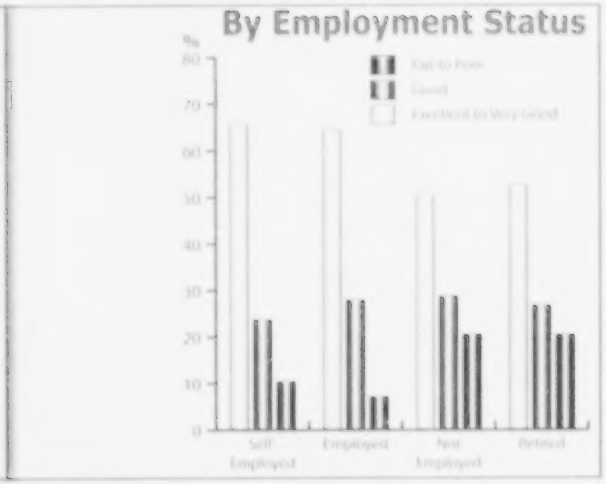



**Higher incomes ⇨ better health**
About 72% of those with household incomes over $75,000 said their health was very good to excellent while only 5% reported fair to poor health. Only 47% of those with household incomes below $20,000 said their health was very good to excellent while about 23% reported fair to poor health.

## In a 2001 survey from the island portion of the province:

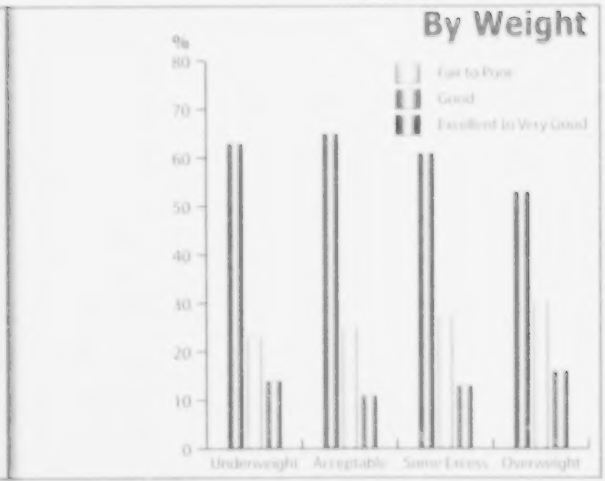
## Self-Assessed Health Status - 2001

**Being employed ⇨ better health**
About two-thirds of those who were either employed or self-employed said their health was very good to excellent. Only 51% of those who were not employed said their health was very good to excellent while about 21% reported fair to poor health.




**Being overweight* ⇨ poorer health**
About 53% of those who were overweight said their health was very good to excellent while about 17% reported fair to poor health. About 65% of those in the acceptable weight range said their health was very good to excellent.

** Canadian standard*



# 8. Many factors, including our health, employment and income, contribute to our personal well-being and influence the way we rate our quality of life

## Most Newfoundlanders and Labradorians rate their quality of life as very good to excellent

59% of Newfoundlanders and Labradorians rated their quality of life as very good to excellent.

64% of people in the Labrador SSP region say they have a very good to excellent quality of life, compared to 54% in the Cormack-Grenfell SSP region.

Almost half of people surveyed in the province said their lives were better than they were five years ago. About 13% felt their lives were worse than they were five years ago.

### 2001 - Perceived Quality of Life

*Source: Community Accounts, Labour Activity Survey, 2001*

**Dedication**

**Dr. Jorge Segovia 1934-2002**

All those involved in preparation of this report would like to dedicate the health section of this report to Dr. Jorge Segovia, Professor of Social Health of Memorial University who was a visionary in the use of health data to improve the health status of citizens within the province and the world at large.

GOVERNMENT OF
NEWFOUNDLAND AND LABRADOR

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